

## Message Text

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FM AMEMBASSY VIENNA

TO AMEMBASSY BERLIN

SECSTATE WASHDC 4628

USDOC WASHDC

INFO AMEMBASSY BUCHAREST

AMEMBASSY BUDAPEST

AMEMBASSY MOSCOW

AMEMBASSY PRAGUE

AMEMBASSY SOFIA

AMEMBASSY WARSAW

UNCLAS VIENNA 0640

EO 11652: N/A

TAGS: BEXP, GE, HU

SUBJ: DEVELOPMENT OF THEMES FOR PROMOTION EVENTS IN GDR

BEWT FOR THOMPSON

REF: STATE 286446

1. AS PER REFTEL EWTC HAS DEVELOPED LIST OF 10 THEMES WHICH APPEAR MOST WORTHY OF PROMOTION BY COMMERCE TRADE PROMOTION VEHICLES/EVENTS IN GDR THROUGH END OF 1976. LIST IS BASED ON ANALYSIS OF GDR ECONOMIC PLAN FOR 1975, INTERVIEWS DURING PAST YEAR WITH U.S. AND WESTERN MARKETING SPECIALISTS AS WELL AS TRADE INFORMATION AND STATISTICS. UNFORTUNATELY LIST COULD NOT BE VERIFIED BY INTERVIEWS IN GDR MARKET AND ECONOMIC PLANS COVERING 1976 (WHICH WILL BE FIRST YEAR OF NEXT FIVE-YEAR PLANNING CYCLE) NOT YET PUBLISHED. SO FINDINGS MUST THEREFORE BE REGARDED AS TENTATIVE.

2. THEME LIST INCLUDES 12 CATAGORIES IN ORDER TO PROVIDE 10 EVENT THEMES AS REQUESTED. TWO OF LEADING THEMES FOR U.S. TRADE PROMOTION TO GDR DO NOT LEND  
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THEMSELVES TO COMMERCE-SPONSORED TRADE EVENTS AND IT IS

RECOMMENDED THAT THEY ONLY BE BROUGHT TO ATTENTION OF U.S. INDUSTRY AS OPPORTUNITIES.

3. FOLLOWING ARE THEMES, RANKED ACCORDING TO ESTIMATED POTENTIAL FOR INCREASED U.S. (INCREMENTAL) EXPORTS ANNUALLY TO GDR AND TYPE OF EVENT/ACTIVITY RECOMMENDED TO PROMOTE THEME.

4. CHEMICAL/PETROCHEMICAL PROCESSING EQUIPMENT AND INSTRUMENTATION. ESTIMATED ANNUAL U.S. EXPORT POTENTIAL: U.S.\$ 2.5 MILLION. EVENT RECOMMENDATION: EXHIBITION AND TECHNICAL WEMINAR.

5. ELECTRICAL POWER MACHINERY AND EQUIPMENT. ESTIMATED ANNUAL U.S. EXPORT POTENTIAL: U.S.\$ 2.3 MILLION. RECOMMENDATION: NO EVENT, BECAUSE NUMBER OF U.S. SUPPLIERS TOO LIMITED AND PRODUCTS WITH MARKET POTENTIAL TOO SPECIALIZED. SUGGEST INSTEAD BEWT/TAD AND EMB BERLIN COMMERCIAL SECTION ADVISE SELECTED U.S. FIRMS OF OPPORTUNITY.

6. MATERIALS HANDLING EQUIPMENT. ESTIMATED ANNUAL U.S. EXPORT POTENTIAL: U.S.\$ 2.1 MILLION. RECOMMENDATION: NO EVENT, BECAUSE NEARLY ALL PRODUCTS WITH MARKET POTENTIAL PART OF PRODUCTION SYSTEMS FOR OTHER THEMES SUCH AS CHEMICAL /PETROCHEMICAL PROCESSING EQUIPMENT, MACHINE TOOLS, FOOD PROCESSING, ETC. SUGGEST INSTEAD BEWT/TAD AND EMB BERLIN COMMERCIAL SECTION ADVISE SELECTED U.S. FIRMS OF OPPORTUNITY.

7. INDUSTRIAL PROCESS CONTROL AND MEASURING INSTRUMENTS. ESTIMATED ANNUAL U.S. EXPORT POTENTIAL: U.S.\$ 1.5 MILLION. EVENT RECOMMENDATION: EXHIBITION AND TECHNICAL SEMINAR, DIRECTED AT CHEMICAL PROCESSING, ELECTRICAL POWER, MACHINE CONTROL, METALLURGY, AND PULP AND PAPER PRODUCTION INDUSTRIES.

8. MACHINE TOOLS FOR METALS. ESTIMATED ANNUAL U.S. EXPORT POTENTIAL: U.S.\$ 1.1 MILLION. EVENT RECOMMENDATION: EXHIBITION AND TECHNICAL SEMINAR, ESPECIALLY RELATED TO MACHINE CONTROL SYSTEMS.

9. CONSTRUCTION AND MINING MACHINERY. ESTIMATED ANNUAL U.S. UNCLASSIFIED

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EXPORT POTENTIAL: U.S.\$ 1.0 MILLION. EVENT RECOMMENDATION: (SPECIALIZED) TRADE MISSION WITH TECHNICAL SEMINAR, BECAUSE ONLY SELECTED, SPECIALIZED AND MAINLY VERY LARGE MACHINERY APPEARS TO HAVE GOOD MARKET POTENTIAL IN GDR.

10. BUSINESS MACHINES (INCLUDING COMPUTERS)...ESTIMATED ANNUAL U.S. EXPORT POTENTIAL: U.S.\$ 0.9 MILLION. EVENT RECOMMENDATION: EXHIBITION AND TECHNICAL SEMINAR, ESPECIALLY ON MANAGEMENT

SYSTEMS.

11. TEXTILE MACHINERY AND EQUIPMENT. ESTIMATED ANNUAL U.S. EXPORT POTENTIAL: U.S.\$ 0.7 MILLION. EVENT RECOMMENDATION: (SPECIALIZED) TRADE MISSION WITH TECHNICAL SEMINAR, BECAUSE ONLY SELECTED AND LIMITED TYPES OF U.S. EQUIPMENT APPEARS TO HAVE GOOD MARKET POTENTIAL IN GDR.

12. ELECTRONIC COMPONENTS. ESTIMATED ANNUAL U.S. EXPORT POTENTIAL: U.S.\$ 0.7 MILLION. EVENT RECOMMENDATION: (SPECIALIZED) TRADE MISSION WITH TECHNICAL SEMINAR, BECAUSE ONLY SELECTED AND LIMITED TYPES OF U.S. COMPONENTS WITH GOOD MARKET POTENTIAL ARE FREE OF COCOM EXPORT CONTROL TO EASTERN EUROPE.

13. SCIENTIFIC INSTRUMENTS. ESTIMATED ANNUAL U.S. EXPORT POTENTIAL: U.S.\$ 0.5 MILLION. EVENT RECOMMENDATION: EXHIBITION AND TECHNICAL SEMINAR, OR, BECAUSE ESTIMATED U.S. POTENTIAL IS RELATIVELY SMALL, A (SPECIALIZED) TRADE MISSION WITH TECHNICAL SEMINAR MAY BE MORE APPROPRIATE.

14. TELECOMMUNICATIONS EQUIPMENT. ESTIMATED ANNUAL U.S. EXPORT POTENTIAL: U.S.\$ 0.5 MILLION. EVENT RECOMMENDATION: EXHIBITION AND TECHNICAL SEMINAR, OR, BECAUSE ESTIMATED U.S. POTENTIAL IS RELATIVELY SMALL, A (SPECIALIZED) TRADE MISSION WITH TECHNICAL SEMINAR MAY BE MORE APPROPRIATE.

15. PULP AND PAPER PRODUCTION EQUIPMENT. ESTIMATED ANNUAL U.S. EXPORT POTENTIAL: U.S.\$ 0.4 MILLION. EVENT RECOMMENDATION: (SPECIALIZED) TRADE MISSION WITH TECHNICAL SEMINAR, BECAUSE ESTIMATED U.S. EXPORTS POTENTIAL IS RELATIVELY SMALL AND MOST PRODUCTS WITH GOOD SALES POTENTIAL ARE LARGE, HEAVY AND EXPENSIVE TO SHIP AND EXHIBIT.

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16. EWTC HAS ON RECORD ONLY TWO HOST COUNTRY SPONSORED SHOWS. THESE ARE: LEIPZIG INTERNATIONAL SPRING FAIR, ANNUALLY IN MARCH, AND LEIPZIG INTERNATIONAL FALL FAIR, ANNUALLY IN SEPTEMBER, EACH SHOWING DIFFERENT PRODUCT CATEGORIES.

17. THEME RECOMMENDATIONS HAVE BEEN DISCUSSED WITH FELIX BLOCH, ECONOMIC/COMMERCIAL OFFICER, EMBASSY BERLIN DURING HIS VISIT TO EWTC IN CONNECTION WITH PLANNING USBDO AT 1975 LEIPZIG SPRING FAIR. EMB BERLIN MAY WISH COMMENT SEPARATELY ON EVENT RECOMMENDATIONS AND OTHER ASPECTS THIS PROGRAM

18. THEM RECOMENDATIONS FOR OTHER EE COUNTRIES AND USSR IN PREPARATION.  
HUMES

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